



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Municipal Gallery

Next Beverly Committee Liaison Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, February 23, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: February 23, 2016 / 8:31 AM

IN ATTENDANCE: Mayor Gold, Vice Mayor Mirisch, City Manager Mahdi Aluzri, Marketing and Economic Sustainability Manager Megan Roach, Executive Assistant Adrienne Tarazon, Erin Bailey, Alexandra Gilinsky, Johan Gyllenkrok, Sheena Tahilramani, Vic Nol, Ben Reiss, Boomer Welles, Ori Blumenfeld, Kory Klem, Jon Paul Puno, Timothea Tway, Jon Gluck, Wil Master, Paul O'Brien, Jamie Ross, Julian Javor, Lauren Escobar.

1) PUBLIC COMMENT

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

2) Welcome – the Committee welcomed new members Alex Gilinsky and Johan Gyllenkrok.

3) Old Business

A. February 16th City Council Presentation Recap

- Received additional feedback and approved by City Council to move forward with Next Beverly Launch Festival event.

B. Next Beverly Launch Festival

- Direction from City Council to focus event on City businesses, specifically S. Beverly Drive restaurants and encourage them to host food booths.
- Integrate Beverly Hills-based restaurants as much as possible and supplement with select food trucks.
- Develop a plan to maintain access to City parking structure on S. Beverly Drive and try to maintain valet access for Ruth Chris Steakhouse.
- Develop food plan, marketing and outreach strategies for restaurants to encourage participation.

- Explore feasibility and permits required to have a craft beer or other high-end alcohol truck.

C. Housing White Paper

- The survey provided by Timmi Tway should be completed by March 2. Timmi will compile answers to share at next meeting.
- Announced subcommittee for this initiative.
- Goal is to develop a white paper that may be shared with City Council and Planning Commission.

D. Next Beverly Branding

- Branding subcommittee is working with City's graphics team on a proposed Committee logo to be shared at a future meeting.

4) New Business

a. Pitch & Tell:

- Vice Mayor Mirisch announced an initiative for autonomous vehicles and encouraged members to get involved and become leaders on the subject.
- The Vice Mayor also proposed a joint meeting between the Next Beverly and Technology committees to become part of the autonomous vehicles pilot program.

b. Upcoming Meetings

- March 8 and 22 at 8:30 a.m.

ADJOURNMENT

Date / Time:

February 23, 2016 / 9:30 AM